	EC'd Yes	Rep Order#
		6809909
		Ver# 1
		Mod# 0
) Status Confirmed
Showing Buylines: All Lines	Last Receive	Traffic Order# 100305
All Lines	Last Received: 04/13/2012 10:46 AM	Printed: 04/16/2012 2:50 PM

Estimate# Buyer Phone# Fax# Station KSNV-TV LAS VEGAS, NV. Advertiser ().NRSC Product NRSC 2012 JESSICA MURRAY Agency C/P1/P2/E Flight Dates Hiatus Weeks Agency () STRATEGIC MEDIA SVCS 3299 K STREET NW SUITE #200 WASHINGTON, DC 20007 10/10/2012 - 10/16/2012

-- CONTRACT COMMENT --

CS

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () AMY MCCREARY

Salesperson Phone# 215-568-6540

Salesperson FAX# 215-568-1845

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Day		W-F Buyli	M-TU Buyli	M-TU Buyli	W-F Buyli	₩-£ Buyli	M-TU Buyli	M-TU Buyli	W-F Buyli	W-F Buyli	
Time		6A-7A Buyline Comment: NEWS	U 6A-7A Buyline Comment: NEWS	U 7A-9A Buyline Comment: TODAY	7A-9A Buyline Comment: TODAY	9A-10A Buyline Comment: TODAY	TU 9A-10A Buyline Comment: TODAY	U 10A-11A Buyline Comment: TODAY	10A-11A Buyline Comment: TODAY	11A-12P Buyline Comment: RR	
Program		NEWS	: NEWS	: TODAY	: TODAY	: TODAY	: TODAY	: TODAY	: TODAY	: RR	
Len		:30	:30	:30	: 30	: 30	: 30	:30	:30	: 30	
Rate		\$700.00	\$700.00	\$900.00	\$900.00	\$425.00	\$425.00	\$325.00	\$325.00	\$325.00	
Dates		10/10-10/12	10/15-10/16	10/15-10/16	10/10-10/12	10/10-10/12	10/15-10/16	10/15-10/16	10/10-10/12	10/10-10/12	
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Total Spots		ω	N	4.	σ	ω	N	8	ω	σ,	
Total Cost		\$2,100.00	\$1,400.00	\$3,600.00	\$5,400.00	\$1,275.00	\$850.00	\$650.00	\$975.00	\$1,950.00	
Daypart											

Buyline Comment: RR

1 of 6

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Total Cost	\$1,275.00	\$975.00	\$650.00	\$975.00	\$2,700.00	\$1,800.00	\$1,400.00	\$2,100.00	\$2,100.00
Daypart				·					

	Rep Order# EC'd Yes	
	6809909	
	Ver# 1	
	# 1 Mod# 0	
	Status Confirmed	
Showing Buylines: All Lines	Traffic Order# 100305 Last Recei	
es: All Lines	Printed: 04/16/2012 2:50 PM Last Received: 04/13/2012 10:46 AM	

3 of 6

Daypart

32 W-F 1135P- 1235A Buyline Comment: TON SHOW	31 M-TU 1135P- 1235A Buyline Comment: TON SHOW	30 M-TU 11P-1135P Buyline Comment: NEWS	29 W-F 11P-1135P Buyline Comment: NEWS	28 W-F 730P-8P Buyline Comment: WHEEL	27 M-TU 730P-8P Buyline Comment: WHEEL	26 M-TU 7P-730P Buyline Comment: JEP	25 W-F 7P-730P Buyline Comment: JEP	24 W-F 5P-630P Buyline Comment: NEWS	23 M-TU 5P-630P Buyline Comment: NEWS	22 M-TU 430P-5P Buyline Comment: NEWS	IT In Day Time Program	Station KSNV-TV LAS VEGAS, NV. Advertiser ().NRSC Product NRSC 2012 Estimate# Buyer JESSICA MURRAY Phone#
												Agency () 3299 K s WASHII Agency C/P1/P2/E Flight Dates Hiatus Weeks
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\$450.00	\$450.00	\$1,100.00	\$1,100.00	\$1,200.00	\$1,200.00	\$1,200.00	\$1,200.00	\$1,100.00	\$1,100.00	\$700.00	Rete	() STRATEGIC MEDIA SVCS 3299 K STREET NW SUITE #200 WASHINGTON, DC 20007 P1/P2/E es 10/10/2012 - 10/16/2012 seks
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ω	20	N	ω	ω	N	N	ω	ω	И	N	Total Spots) PHILADELPHIA) AMY MCCREARY # 215-568-6540 215-568-1845
\$1,350.00	\$900.00	\$2,200.00	\$3,300.00	\$3,600.00	\$2,400.00	\$2,400.00	\$3,600.00	\$3,300.00	\$2,200.00	\$1,400.00	Total Cost	.PHIA .REARY .6540 .1845

43 SA 1135P-1A Buyline Comment: SNL	42 SA 11P-1135P Buyline Comment: NEWS	41 SA 10P-11P Buyline Comment: SVU	40 SA 7P-8P Buyline Comment: WH/JEP	39 M-TU 630P-7P Buyline Comment: FACE	38 M-TU 430A-459A Buyline Comment: EARLY TODAY	37 SA 9A-930A Buyline Comment: NEWS	36 SA 7A-9A Buyline Comment: SAT TODAY	35 SA 6A-7A Buyline Comment: NEWS	34 W 10P-11P Buyline Comment: L&O	33 TU 8P-10P Buyline Comment: LOSER	LT Ln Day Time Program	ESUMAICH BUYET JESSICA MURRAY Phone#	Station KSNV-TV LAS VEGAS, NV. Advertiser () NRSC Product NRSC 2012	Rep Order# 6809909 Ver# ! Mod# 0 Status EC'd Yes
												Agency CIT 1/12/15 Flight Dates Hiatus Weeks	Agency () 3299 K WASHI	Status Confirmed
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\$1,400.00	\$1,000.00	\$1,000.00	\$325.00	\$900.00	\$200.00	\$500.00	\$600.00	\$350.00	\$3,200.00	\$3,600.00	Rate T	10/10/2012 - 10/16/2012	() STRATEGIC MEDIA SVCS 3299 K STREET NW SUITE #200 WASHINGTON, DC 20007	Traffic Order# 100305 Shov
10/13-10/13	10/13-10/13	10/13-10/13	10/13-10/13	10/15-10/16	10/15-10/16	10/13-10/13	10/13-10/13	10/13-10/13	10/10-10/10	10/16-10/16	Dates	2	CS 0	305 Prin Last Received: 04/ Showing Buylines: All Lines
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jd	Щ.	Ы	Н	М	H	H	н	ь	ı	. H	Total Spots	215-568-6540 215-568-1845) PHILADELPHIA) AMY MCCREARY	04/16/2012 2:50 PM D:46 AM
\$1,400.00	\$1,000.00	\$1,000.00	\$325.00	\$1,800.00	\$200.00	\$500.00	\$600.00	\$350.00	\$3,200.00	\$3,600.00	Total Cost	540 845	PHIA XEARY	
											Daypart			4 of 6

Oct 12: 114 / \$86,250.00 Sales Totals: 114 / \$86,250.00 Station Totals: 114 / \$86,250.00 Lines not sent/rcld/rtrn: 0 / \$0.00 —COMPETITIVE— Market Totals \$278,226	—SALES MONTELY TOTALS—	REPORT TOTALS Report Totals: 114 / \$86,250.00	50 SU 11P-1135P Buyline Comment: NEWS	49 SU 530P-830P Buyline Comment: SNF	48 SU 930A-10A Buyline Comment: CM	47 SU 9A-930A Buyline Comment: NEWS	46 SU 8A-9A Buyline Comment: MTP	45 SU 7A-8A Buyline Comment: SUN TODAY	44 SU 6A-7A Buyline Comment: NEWS	E In Day Time Program	Buyer JESSICA MURRAY Phone#	Station KSNV-TV LAS VEGAS, NV. Advertiser ().NRSC Product NRSC 2012	Rep Order# 6809909 Ver# ! Mod# 0 Status EC'd Yes
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C) dP			\$1,000.00	\$6,500.00	\$500,00	\$500.00	\$1,300.00	\$500.00	\$350.00	Rate	10/10/2012 - 10/16/2012	() STRATEGIC MEDIA SVCS 3299 K STREET NW SUITE #200 WASHINGTON, DC 20007	Traffic Order# 100305 Sho
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96 37			\$1,000.00	\$6,500.00	\$500.00	\$500.00	\$1,300.00	\$500.00	\$350.00	Total Cost	6540 1845	PHIA REARY	
										Daypart			5 of 6

Rep Order# EC'd Yes Buyer Phone# Station KSNV-TV LAS VEGAS, NV.
Advertiser ().NRSC
Product NRSC 2012 Estimate# JESSICA MURRAY 6809909 Ver# 1 Mod# 0 Status Confirmed Agency C/P1/P2/E Flight Dates Hiatus Weeks Agency () STRATEGIC MEDIA SVCS 3299 K STREET NW SUITE #200 WASHINGTON, DC 20007 Traffic Order# 100305 10/10/2012 - 10/16/2012 Showing Buylines: All Lines Last Received: 04/13/2012 10:46 AM Printed: Rep Firm Sales Office (Salesperson (Salesperson FAX# Salesperson Phone# 04/16/2012 2:50 PM) PHILADELPHIA) AMY MCCREARY 215-568-6540 215-568-1845

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—COMPETITIVE COMMENTS—

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KVVU 17%

Fax#

NEW ORDER
EST SHARES -KTUD IS LESS THAN 1

Books NOV12
Demos RA35+

- CREDIT RISK -

CASH IN ADVANCE